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## AMENDMENTS TO THE CLAIMS

### Listing of Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method comprising:

(a) sending to a receiver a first announcement including first identifying information, a first non-identifying information, a first content item and a first version identifier; and

(b) causing the receiver to accept a second content item that is not part of the first announcement by sending to the receiver a second announcement to preempt the first content item of the first announcement with a the second content item, the second announcement including the first identifying information, a second non-identifying information, the second content item and a second version identifier, wherein the second non-identifying information is different from the first non-identifying information and wherein the second version identifier being greater than the first version identifier to cause the receiver to preempt the first content item for the second content item.

2. (Currently Amended) The method of claim 1 wherein:

the first and second announcements comprise first and second Advanced Television Enhancement Forum (ATVEF) announcements, respectively; and

the first and second content items comprise first and second ATVEF announcements

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content items, respectively.

3. (Previously Presented) The method of claim 2 further comprising:

(c) sending a first ATVEF trigger item; and

(d) sending a second ATVEF trigger item.

4. (Canceled)

5. (Previously Presented) The method of claim 1 wherein:

the first and second announcements comprise first and second Advanced Television Enhancement Forum (ATVEF) announcements, respectively;

the first and second content items comprise first and second ATVEF announcements, respectively; and

the method further comprises, (c) sending a first ATVEF trigger item, and (d) sending a second ATVEF trigger item.

6. (Original) The method of claim 5 wherein the first announcement is a most up-to-date version of an announcement.

7. (Previously Presented) The method of claim 1 further comprising:

sending a plurality of variants of the first announcement each including same first identifying information and different variants of the first non-identifying information; and

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sending a plurality of variants of the second announcement each including same first identifying information and different variants of the second non-identifying information.

8. (Canceled)

9. (Currently Amended) A method to preempt content of a first presentation with a second content at a receiver, comprising:

sending to the receiver a first announcement which includes first identifying information, first non-identifying information and a first version identifier;

sending the content of the first presentation to the receiver, the receiver to utilize the content of the first presentation in accordance with having accepted the first announcement;

causing the receiver to accept the second content item that is not part of the first announcement by sending to the receiver a second announcement to preempt the first presentation with the second content, the second announcement includes the first identifying information, second non-identifying information and a second version identifier, wherein the second non-identifying information is different from the first non-identifying information and wherein the second version identifier being greater than the first version identifier to cause the receiver to preempt the first presentation for the second content; and

sending the second content to the receiver, the receiver to utilize the second content in accordance with having accepted the first announcement.

10. (Previously Presented) The method of claim 9 further comprising:

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sending a trigger of the first presentation to the receiver, the receiver to utilize the content of the first presentation under control of the trigger of the first presentation.

11. (Currently Amended) The method of claim 10 further comprising:

sending a second trigger to the receiver; the receiver to utilize the second content under control of the second trigger.

12. (Previously Presented) The method of claim 9 wherein the presentation is an Advanced Television Enhancement Forum (ATVEF) presentation.

13. (Previously Presented) The method of claim 12 further comprising:

the receiver to operate according to a first value of an operational characteristic upon receiving the first announcement; and

the receiver to operate according to a second value of the operational characteristic upon receiving the second announcement; wherein the operational characteristic is selected from the group comprising, cache size, expiration time, and bandwidth; and wherein the first value of the operational characteristic is specified by the first non-identifying information, and the second value of the operational characteristic is specified by the second non-identifying information.

14. (Previously Presented) The method of claim 9 further comprising:

sending a third announcement to the receiver which includes the first identifying

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information and third non-identifying information; and

sending third content to the receiver, the receiver to utilize the third content in accordance with having accepted the first announcement.

15. (Previously Presented) The method of claim 14 further comprising:

upon the third content ending, the receiver to return to utilizing the second content;  
and

upon the second content ending, the receiver to return to utilizing the first content.

16. (Previously Presented) The method of claim 9 further comprising:

upon the second content ending, the receiver to return to utilizing the first content.

17. (Previously Presented) The method of claim 16 wherein the receiver to return to a point at which the first content was interrupted.

18. (Previously Presented) The method of claim 16 wherein the receiver to return to a point at which the first content would have been had the receiver not utilized the second content.

19. (Canceled)

20. (Currently Amended) A method of sending an Advanced Television Enhancement Forum (ATVEF) presentation comprising:

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generating a first ATVEF announcement including first identifying information, first non-identifying information and a first version identifier;

sending the first ATVEF announcement to a receiver;

sending a first ATVEF content item and a first ATVEF trigger item to the receiver;

generating a second ATVEF announcement including the first identifying information, second non-identifying information and a second version identifier;

causing the receiver to accept a second ATVEF content item that is not part of the first ATVEF announcement by sending the second ATVEF announcement to the receiver to preempt the first ATVEF content item with a the second ATVEF content item, wherein the second non-identifying information is different from the first non-identifying information and wherein the second version identifier being greater than the first version identifier to cause the receiver to preempt the first ATVEF content item for the second ATVEF content item; and

sending the second ATVEF content item and a second ATVEF trigger item to the receiver.

21. (Original) The method of claim 20 wherein: the first identifying information comprises a multicast address and port, and an ATVEF announcement identifier.

22. (Canceled)

23. (Previously Presented) The method of claim 20 further comprising:

generating a third ATVEF announcement including the first identifying information

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and third non-identifying information; and

sending the third ATVEF announcement to the receiver.

24. (Previously Presented) The method of claim 23 further comprising:

including in the third ATVEF announcement a third version identifier indicating that the third ATVEF announcement preempts the second ATVEF announcement.

25. (Currently Amended) An apparatus comprising:

a preemption controller;

an announcement generator coupled to the preemption controller and adapted to generate a first announcement including first identifying information, a first non-identifying information, a first content item and a first version identifier and, under control of the preemption controller, a second announcement including the first identifying information, a second non-identifying information, a second content item and a second version identifier, wherein the second non-identifying information is different from the first non-identifying information and wherein the second version identifier being greater than the first version identifier to cause a receiver to accept the second content item that is not part of the first announcement by preempting a the first content item for a the second content item;

a content switch coupled to the preemption controller and having an input for receiving the first content item and the second content item and adapted to output the first content item absent control of the preemption controller, and to output the second content item under control of the preemption controller.

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26. (Original) The apparatus of claim 25 further comprising:

a trigger switch coupled to the preemption controller and having an input for receiving a first switch item and a second switch item and adapted to output the first switch item absent control of the preemption controller, and to output the second switch item under control of the preemption controller; and

wherein the output mechanism is further coupled to the trigger switch for sending the first trigger item and the second trigger item.

27. (Original) The apparatus of claim 26 further comprising:

a content store coupled to the input of the content switch to provide the first and second content items; and

a trigger store coupled to the input of the trigger switch to provide the first and second trigger items.

28. (Previously Presented) The apparatus of claim 27 further comprising: an audio/visual (A/V) store and sender coupled to provide audio/visual content to be sent by the output mechanism.

29. (Previously Presented) The apparatus of claim 28 wherein the apparatus comprises an Advanced Television Enhancement Forum (ATVEF) sender, the first and second trigger items comprise ATVEF triggers, the first and second content items comprise ATVEF content, and



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the announcements comprise ATVEF announcements.

30. (Original) The apparatus of claim 29 wherein the first identifying information comprises a multicast port and address.

31. (Original) The apparatus of claim 30 wherein the first identifying information further comprises additional identifying information which associates the first announcement with the first trigger item and the first content item.

32. (Original) The apparatus of claim 30 wherein the first announcement further comprises non-identifying information, and the second announcement further comprises non-identifying information, wherein at least a subset of the non-identifying information of the second announcement is different than a corresponding subset of the non-identifying information of the first announcement.

33. (Currently Amended) A method for a sender to preempt a receiver, the receiver configured to select between competing presentations based on an announcement stream containing announcements which provide identifying information about each of the data streams, the method comprising the sender:

sending in the announcement stream a first announcement including first identifying information, a first non-identifying information and a first version identifier;

sending a first presentation which is associated by the first identifying information

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with the first announcement;

copying the first identifying information into a second announcement, wherein the second announcement includes a second non-identifying information and a second version identifier, wherein the second non-identifying information is different from the first non-identifying information and wherein the second version identifier being greater than the first version identifier to cause the receiver to preempt the first presentation for a second presentation;

sending in the announcement stream the second announcement; and

causing the receiver to accept the second presentation that is not part of the first announcement by sending the second presentation which is associated by the first identifying information with the second announcement.

34. (Canceled)

35. (Previously Presented) The method of claim 33, wherein the receiver is further configured to watch for announcements having a same identifying information as that of a prior announcement for an already-accepted presentation and to accept and utilize such announcements if they bear a version identifier greater than that of the prior announcement.

36. (Original) The method of claim 35 further comprising the sender:

sending a plurality of variants of the first announcement;

sending a plurality of variants of the first presentation, each corresponding to a

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respective variant of the first announcement;

    sending a plurality of variants of the second announcement; and

    sending a plurality of variants of the second presentation, each corresponding to a  
respective variant of the second announcement.

37. (Original) The method of claim 36 wherein variants of a presentation differ in their  
required transmission bandwidth.

38. (Original) The method of claim 36 wherein variants of a presentation differ in their  
language.

39. (Original) The method of claim 36 wherein variants of a presentation differ in their cache  
size requirement.

40. (Original) The method of claim 35 wherein the presentations comprise audio content.

41. (Original) The method of claim 40 wherein the presentations further comprise video  
content.

42. (Original) The method of claim 41 wherein the announcements comprise ATVEF  
announcements and the presentations comprise ATVEF presentations.

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43. (Original) An article of manufacture comprising: a machine-accessible medium including instructions that, when executed by a machine, cause the machine to perform the method of claim 1.

44. (Previously Presented) The article of manufacture of claim 43 further comprising: instructions that, when executed by the machine, cause the machine to perform the method of claim 2.

45. (Original) An article of manufacture comprising: a machine-accessible medium including instructions that, when executed by a machine, cause the machine to perform the method of claim 9.

46. (Previously Presented) The article of manufacture of claim 45 further comprising: instructions that, when executed by the machine, cause the machine to perform the method of claim 10.

47. (Original) An article of manufacture comprising: a machine-accessible medium including instructions that, when executed by a machine, cause the machine to perform the method of claim 33.

48. (Original) The article of manufacture of claim 47 further comprising: instructions that, when executed by the machine, cause the machine to perform the method of claim 35.

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49. (Original) The article of manufacture of claim 48 further comprising: instructions that, when executed by the machine, cause the machine to perform the method of claim 36.